

**South Park Stakeholders Group
District Identity and Streetscape Improvement (DISI) Committee Meeting
Tuesday, May 9, 2013, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Committee Members: Robin Bieker, Jessica Lall, Corwyn Anthony, Nate Nusbaum, Terri Toennies, Lihn Ho

Staff: Amanda Irvine

Guests: Valentina Martinez, Melissa Farwell, Katie Rhault

MINUTES:

Interim Committee Chair, Jessica Lall, called the meeting to order at 8:33 AM. There were no public comments.

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Public Comments	No public comment	No action taken.
Introductions / Committee Members	Jessica introduces the new committee members, their backgrounds, the basics of South Park CBD and DISI Committee guidelines.	No action taken.
Update on South Park Farmers Market, Raw Materials	Melissa: Farmers Market to tentatively take place on Hope between 11 th and 12 th . Raw Materials runs several FMs all over the city, and three in DTLA specifically. Want to do a half street closure, leaving one lane of traffic open on Hope. Ingress and Egress of driveways stay open. Works better than inside a parking lot. Times and days are still up in the air. Weekday night could capture workers and residents, DTLA a bit “dead” on the weekends without a game. Nate: Is there a fee for closing the street? Melissa: Yes. Raw Materials will pay for it. They have done partial street closures before. Corwyn: concerned about closing part of the street; how do you have safe pedestrian traffic. Melissa/Amanda: explain the layout. Next step- Survey to pass out to businesses! Katie: we have 6 weeks, 6 tries to hit it out of the park, there are 800 FMs already in LA area. Best thing to do is to ID busiest time to capture as many people, not a time when you have to draw people. There are already a lot of substantial weekend farmers markets. SPCBD staff sees weekends are a ghost town. Friday nights seem to be the best, its when people are looking for a free things to do, so that’s a	No action taken.

	possibility. Jessicas: fear with Friday is that everyone want to leave ASAP from downtown. Corwyn suggests Thursdays. Process to get this going: would like to get it started while the stone fruits are still in season. 6 week turnaround- depends on street closure and pole banner timing. Would like to have a date by the beginning of June, but that is likely too quick of a turnaround. Jessica and Amanda will follow up and work on getting a survey out soon. Concern about DTLA being a ghost town in August. Possibility of starting September when late summer “dead time” is over. Business starts up again mid-Sept.	
Review final logo concept	SPCBD has hired AEG Creative after Mission and Vision were solidified. We’ve finally narrowed it down and finalized it, looking for feedback. Old logo was cartoonish. Entertainment District is the unique aspect of South Park. Incorporating “the Place to Be”. Staff/board had been wrestling with park idea vs. entertainment. The Place to Be is to encompass every great aspect of the area. Stays true to LA Live, etc. while including all of South Park. Hoping it can apply to events, convention center. Its never been branded to Auto Show that they’re in South Park.	Nate motions to send the committee approved logo to the Board of Directors, Corwyn seconds. All in favor, none opposed.
Update on website development	Amanda gives summary of website updates. Much was postponed due to logo development. Nate: direct links to services as well as the directory. Amanda will send out the outline. Lihn: Search function within the website, Metadata, tags, Instagram. Sending out emails with alerts when things are unsafe. Can others have access to database? Amanda will find out. People come to restaurants and want info on where else they can get services; should start coming to SPCBD. Goal is to make the website the ultimate local resource.	No action taken.
South Park CBD Launch Event	Event in SP to introduce who we are and what we do, getting people in community excited about it. Post-labor day event perhaps? Perhaps tie it to a FM. Committee to start considering options for this event.	No action taken.
Other business	What are committee members interested in, impressions? Lihn: help with marketing, advertising, branding; timeline in terms of starting in Sept in great, no rush. Lihn worked as a consultant for LA Chinatown with marketing, branding, media sponsorships for last 2-3 years. Corwy: “Lets give them that ‘what else’ to do in Downtown”. Information is the biggest lack right now, which is where this committee and SPCBD come in.	No action taken.
Next Meeting	June 13 th at 8:30 AM	

Adjourned at 10:03 AM

NEXT STEPS:

- **Amanda will:**
 - **Create a survey for Farmers Market time**
 - **Give committee the website outline for feedback**
 - **Work on better social media integration**
 - **Begin work on launch event**
- **Jessica will:**
 - **Bring the logo to the Board of Directors for approval**

Minutes taken by Amanda Irvine, staff.